

A Bi-Coastal Salute to the American Military

Walt Disney World Resort, Disneyland Resort Salute U.S. Military With Complimentary Admission to Theme Parks

LAKE BUENA VISTA, Fla. (Dec. 6, 2001) – To honor American men and women fighting for freedom, the Walt Disney World Resort and the Disneyland Resort today announced an unprecedented program that allows active U.S. military personnel complimentary admission into Disney's U.S. theme parks, as well as ticket discounts for family members and friends.

"Disney's Armed Forces Salute" will be offered Jan. 1, 2002, to April 30, 2002, by both Disney vacation kingdoms in the United States – the Walt Disney World Resort in Florida and the Disneyland Resort in California. Active U.S. military personnel, with proper U.S. military identification, are eligible, including active members of the United States Coast Guard and activated members of the National Guard or Reservists.

"We think this is a great way to honor not only the nearly 1.5 million men and women in our active military, but the millions of family members and loved ones who support them," said Paul Pressler, chairman of Walt Disney Parks and Resorts.

At the Walt Disney World Resort:

- Each active member of the U.S. military may obtain one complimentary seven-day ticket during the offer period, Jan. 1, 2002, to April 30, 2002. This ticket, specially created for "Disney's Armed Forces Salute," will be valid for admission into the four Walt Disney World theme parks, Disney water parks, Pleasure Island and more for seven days from the date issued.
- U.S. active military personnel are also eligible for discounts at select Disney resorts, starting with a \$49 per night rate (plus tax) at Disney's All-Star Resorts, available most nights from Jan. 1, 2002-April 30, 2002. The number of rooms available at this rate is limited and minimum length of stay requirements will apply to Friday and Saturday arrivals. Additional charges apply if there are more than two adults per room.

For more information on "Disney's Armed Forces Salute" at the Walt Disney World Resort, or to make reservations, military personnel may call 407/939-7424. Information is also available at base ticket offices. (see page 3 for offer details)

Aboard Disney Cruise Line:

Disney Cruise Line is also extending special rates to active military personnel on all of its tropical cruise itineraries, as well as its land/sea packages, for most sailings from January 2002 through May 2002. The number of staterooms available at these special rates is limited.

Seven-night cruise vacations feature entertainment, special programming, unique dining experiences and exotic ports of call. Three- and four-night voyages sail to the Bahamas, and every *Disney Cruise Line* itinerary includes a day-long stop at Disney's private island, *Castaway Cay*. For more information or to book a *Disney Cruise Line* vacation, military personnel can visit their travel agent, www.disneycruise.com or call *Disney Cruise Line* at 888/325-2500.

At the Disneyland Resort:

- During the offer period, Jan. 1, 2002, to April 30, 2002, each active member of the U.S. military may purchase at a 50 percent discount tickets to the Disneyland Resort theme parks for up to five friends and family members. Additionally, the active member of the military accompanying the party will receive the same ticket complimentary.

For more information on "Disney's Armed Forces Salute" at the Disneyland Resort, guests may call 714/781-4565 or visit disneyland.com. (see page 3 for offer details)

"Disney's Armed Forces Salute" is part of the ongoing commitment by The Walt Disney Company to support United States troops at home and abroad.

The scope of Disney's efforts include several initiatives and various company affiliates, including ABC, Inc., ESPN, Disney Channel, Disney Consumer Products and The Walt Disney Studios. The Walt Disney Company recently became a *USO World Sponsor*, supporting outreach and marketing efforts on behalf of the USO and its programs.

Among the initiatives associated with this effort: Disney talent will visit U.S. troops abroad in January, and the company has produced and featured a series of public service announcements focusing on how people can get involved in the war effort. In addition, Disney has donated several thousand videos through the USO to military bases, and will provide a combination of first-run movies and library classics for the troops. Disney's radio properties are also providing support to the U.S. troops by partnering with the Voice of America and the Army Broadcasting Service to provide the two agencies with recorded holiday messages that will be heard by U.S. troops stationed around the world.

The announcement of "Disney's Armed Forces Salute" was made during a media event at the Walt Disney World Resort to mark the 100th anniversary of Walt Disney's birth. Walt Disney, who once remarked that he would "get red, white and blue at times" with patriotism, demonstrated throughout his life strong support for the wartime efforts and America's armed forces.

Though too young to join the Army during World War I, Disney enlisted in the Red Cross and drove an ambulance overseas for a year. Years later as the head of The Walt Disney Studio, Disney led the production of educational and training films for the military during World War II.

“It’s fitting that we’re honoring the United States military during the 100th anniversary of the birth of our company’s founder,” said Pressler. “Walt Disney was a lifelong supporter of the armed forces and the men and women who fought for our freedom.”

Offer Details: Walt Disney World Resort:

- Within seven days after receiving the complimentary ticket, each active member of the U.S. military may also purchase various special offer tickets at a 50 percent discount for up to five family members and friends. These tickets will be available for the Walt Disney World theme parks, Disney water parks, Pleasure Island, DisneyQuest or Disney’s Wide World of Sports complex and must be used within seven days following the date of purchase. Each active member may only purchase up to five special offer tickets for admission to the Walt Disney World theme parks.
- If active members of the U.S. military are unable to come to the Walt Disney World Resort during “Disney’s Armed Forces Salute,” their spouses will be eligible to purchase the special offer tickets one time during the offer period for up to five family members and friends (including the spouse) at a 50 percent discount. The special offer tickets must be used within seven days after they are purchased. Each spouse may only purchase up to five special offer tickets for admission to the Walt Disney World theme parks.
- The complimentary and special offer tickets can be obtained only at Walt Disney World theme park ticket windows from Jan. 1, 2002, to April 30, 2002. Active military personnel (or their spouses, if they are not present) must present proper military identification. Activated members of the National Guard or Reservists (or their spouses, if they are not present) will also need to show active duty orders. In addition, active military personnel will need to show their complimentary tickets to purchase special offer tickets.

Offer Details: Disneyland Resort:

- The complimentary and special offer tickets can be obtained only at Disneyland Resort theme park ticket windows. Active military personnel (or their spouses, if they are not present) must present proper military identification. Activated members of the National Guard or Reservists (or their spouses, if they are not present) will also need to show active duty orders.
- Tickets are good for admission to Disneyland park and Disney’s California Adventure.
- The tickets must be used between Jan. 1, 2002, and April 30, 2002.

“Disney’s Armed Forces Salute” Questions and Answers

“Disney’s Armed Forces Salute” program honors the nearly 1.5 million American men and women in our active military who are fighting for freedom today. This program gives active U.S. military personnel complimentary admission into Disney’s U.S. theme parks, as well as ticket discounts for family members and friends, all as more fully described below.

The program will be offered from January 1, 2002 to April 30, 2002, by both the *Walt Disney World*® Resort in Florida and the *Disneyland Resort*® in California. The program will be offered from January through May 2002 by Disney Cruise Line. This program is neither paid for nor sponsored, in whole or in part, by the U.S. military or any branch thereof.

WALT DISNEY WORLD® RESORT AND DISNEY CRUISE LINE

Who is eligible to participate in the Disney’s Armed Forces Salute program?

- All active U.S. military personnel are eligible. This includes active members of the U.S. Air Force, Army, Marines, Navy and Coast Guard and activated members of the National Guard and Reservists.

What is included in the offer?

Complimentary 7-Day Tickets --

- Each active member of the U.S. military may obtain one Complimentary Seven-Day Ticket during the offer period (January 1, 2002 through April 30, 2002). This ticket will be valid for admission into the four *Walt Disney World*® Theme Parks, Disney’s Water Parks, *Pleasure Island* and more, for seven consecutive days from the date issued.

Special Offer Tickets --

- Within seven days after receiving the Complimentary 7-Day Ticket, each active U.S. military member may also purchase various Special Offer Tickets for up to five family members and friends at a 50% discount off Disney’s regular retail price for those tickets.
- The various Special Offer Tickets are as follows:
 - 1-Day/1-Park Ticket
 - 4-Day *Park Hopper*® Ticket
 - 5-Day *Park Hopper*® Ticket
 - 5-Day *Park Hopper*® Plus Ticket
 - 6-Day *Park Hopper*® Plus Ticket
 - 7-Day *Park Hopper*® Plus Ticket
 - 1-Day Disney Water Park Ticket
 - 1-Day *Downtown Disney*® Pleasure Island Ticket
 - 1-Day *DisneyQuest*® Indoor Interactive Theme Park Ticket
- If active members of the U.S. military are unable to come to the Walt Disney World® Resort during the offer period (January 1, 2002 to April 30, 2002), their spouses may purchase the Special Offer Tickets one time during this period for up to five family members and friends (including the spouse) at a 50% discount off Disney’s regular retail price for those tickets.
- All Special Offer Tickets must be used within seven days after they are purchased.

“Disney’s Armed Forces Salute” Questions and Answers

Special Offer Tickets –

- Each active member (or, if the active member is unable to come to the *Walt Disney World®* Resort during the offer period, his or her spouse) may only purchase up to five Special Offer Tickets for admission to the *Walt Disney World®* theme parks.

Rooms --

- U.S. active military personnel are also eligible for discounts at select Disney resorts, starting with a \$49 per night rate (plus tax) at Disney’s All-Star Resorts, available most nights from January 1, 2002 – April 30, 2002. The number of rooms available at this rate is limited and minimum length of stay requirements will apply to Friday and Saturday arrivals. Additional charges apply if there are more than two adults per room.
- For more information or to make reservations, military personnel may call (407) 939-7424.

Disney Cruise Line --

- Disney Cruise Line is extending special rates on all of its tropical cruise itineraries, as well as its land/sea packages, for most sailings from January 2002 through May 2002. The number of staterooms available at these special rates is limited.
- For more information or to book a Disney Cruise Line vacation, guests can call (888) 325-2500.

How long is this offer available?

- This offer will run from January 1, 2002 through April 30, 2002. However, the Disney Cruise Line program will run from January 2002 through May 2002.

Where must the Complimentary 7-Day and Special Offer Tickets be obtained?

- The Complimentary 7-Day and Special Offer Tickets can be obtained ONLY at the four Walt Disney World® Theme Park ticket windows.
- These Tickets may not be obtained at Shades of Green or military base ticket offices.

What credentials are required to obtain the Complimentary 7-Day and Special Offer Tickets?

- To obtain the Complimentary 7-Day Tickets, active military personnel must present valid and active U.S. military IDs. Activated members of the National Guard or Reservists also must show active duty orders.
- To obtain the Special Offer Tickets, active military personnel (or their spouses, if they are not present) must present valid and active U.S. military IDs. Activated members of the National Guard or Reservists (or their spouses, if they are not present) also must show active duty orders. In addition, active military personnel will need to show their Complimentary 7-Day Tickets.

“Disney’s Armed Forces Salute” Questions and Answers

When may the Complimentary 7-Day and Special Offer Tickets be obtained?

Complimentary 7-Day Tickets --

- Complimentary 7-Day Tickets may be obtained only during the offer period (January 1, 2002 through April 30, 2002).

Special Offer Tickets –

- The active military member may only purchase Special Offer Tickets within seven days after the Complimentary 7-Day Ticket is issued to the active military member.
- The spouse of the active military member may only purchase Special Offer Tickets one time during the offer period (if the active military member is unable to come to the Walt Disney World® Resort during this period),

When may the Complimentary 7-Day and Special Offer Tickets be used?

- All Complimentary 7-Day Tickets and Special Offer Tickets must be used within seven days after they are first issued. All such Tickets will expire at the end of this seven-day period.

What if the active military member is unable to come to the Walt Disney World® Resort to obtain the Special Offer Tickets?

- If active members of the U.S. military are unable to come to the Walt Disney World® Resort from January 1, 2002 to April 30, 2002 (for example, if the active member is deployed overseas), their spouses may purchase the Special Offer Tickets one time during the offer period. The spouse may purchase the Special Offer Tickets, at a 50% discount off Disney’s regular retail price, for up to five family members and friends (including the spouse).

Can Both the Active Military Member and the Spouse Purchase Special Offer Tickets?

- No. The Special Offer Tickets may be purchased only by the active military member or, if the active military member is unable to come to the Walt Disney World® Resort during the offer period, by his or her spouse. The active military member may obtain the Complimentary 7-Day Ticket before the end of the offer period (April 30, 2002) if he or she returns home before that time.

Is there a limit on the number of persons for whom Special Offer Tickets may be purchased?

- Yes. Each active U.S. military member may purchase Special Offer Tickets, within seven days after the Complimentary 7-Day Ticket is issued to him or her, for up to five family members and friends.
- If the active member is unable to come to the Walt Disney World® Resort during the offer period, his or her spouse may purchase Special Offer Tickets for up to five family members and friends (including the spouse).

“Disney’s Armed Forces Salute” Questions and Answers

Is there a limit on the number of Special Offer Tickets that may be purchased?

- Yes. Each active U.S. military member (or, if the active member is unable to come to the Walt Disney World® Resort during the offer period, his or her spouse) may only purchase up to five Special Offer Tickets for admission into the four Walt Disney World® Theme Parks.

May military members who are not active, such as Veterans, employees of the Department of Defense, or Reservists or members of the National Guard who have not been activated, participate in this program?

- No, non-active members of the military are not eligible. However, these persons are able to take advantage of our ongoing, year-round military discount programs for all military, including military retirees/veterans.

What if military personnel want a refund for tickets they purchased before hearing of this offer?

- Refunds will not be issued at the Walt Disney World® Resort for tickets previously purchased at Shades of Green or military base ticket offices.

DISNEYLAND RESORT®

Who is eligible to participate in the Disney’s Armed Forces Salute program?

- All active U.S. military personnel are eligible. This includes active members of the U.S. Air Force, Army, Marines, Navy and Coast Guard and activated members of the National Guard and Reservists.

What is included in the offer?

- Active military personnel may purchase at a 50% discount tickets to the Disneyland Resort Theme Parks for up to five friends and family members.
- The active military guest accompanying the party will receive the same ticket complimentary.
- Tickets are valid for admission to Disneyland theme park and Disney’s California Adventure theme park. For more information on “Disney’s Armed Forces Salute” at Disneyland Resort, military personnel may call (714) 956-6867.

Special Offer Tickets—

- The various Special Offer Tickets are as follows:
 - 1-Day/1-Park Ticket
 - 2-Day Park Hopper Ticket (available Jan 7-Mar 15, 2002 only)
 - 3-Day Park Hopper Ticket
 - 4-Day Park Hopper Ticket

How long is this offer available?

- This offer will run from January 1, 2002 through April 30, 2002.

“Disney’s Armed Forces Salute” Questions and Answers

Where must the Special Offer Tickets be obtained?

- This pass is ONLY available at Disneyland Resort theme park ticket windows.

What credentials are required to obtain the Special Offer Tickets?

- To obtain the complimentary ticket, active military personnel must present valid and active U.S. military IDs. Activated members of the National Guard or Reservists also must show active duty orders.
- To obtain the Special Offer Tickets, active military personnel (or their spouses, if they are not present) must present valid and active U.S. military IDs. Activated members of the National Guard or Reservists (or their spouses, if they are not present) also must show active duty orders.

What if the active military member is unable to come to the Disneyland Resort to obtain the Special Offer Tickets?

- If active members of the U.S. military are unable to come to the Disneyland Resort from January 1, 2002 to April 30, 2002 (for example, if the active member is deployed overseas), their spouses may purchase the Special Offer Tickets one time during the offer period. The spouse may purchase the Special Offer Tickets, at a 50% discount off Disney’s regular retail price, for up to five family members and friends (including the spouse).

Can Both the Active Military Member and the Spouse Purchase Special Offer Tickets?

- No. The Special Offer Tickets may be purchased only by the active military member or, if the active military member is unable to come to the Disneyland Resort during the offer period, by his or her spouse. The active military member may obtain the complimentary ticket before the end of the offer period (April 30, 2002) if he or she returns home before that time.

May military members who are not active, such as Veterans, employees of the Department of Defense, or Reservists or members of the National Guard who have not been activated, participate in this program?

- No, non-active members of the military are not eligible. However, these persons are able to take advantage of our ongoing, year-round military discount programs for all military, including military retirees/veterans.

What if military personnel want a refund for tickets they purchased before hearing of this offer?

- Refunds will not be issued at the Disneyland Resort for tickets previously purchased at military base ticket offices.